



ORDER

Flight Dates **09/25/12-10/04/12**

Contract / Revision **312221 /**

Original Date / Revision
09/24/12 10/01/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **925C01**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 168750

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	33750
KPNX	20%	33750
KPPX	%	0
KSAZ	23%	38812
KTVK	25%	42187
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	40	\$9,541.25	\$11,225.00	0.00
October 2012	26	\$7,671.25	\$9,025.00	0.00
Totals	66	\$17,212.50	\$20,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	40	\$9,541.25	\$11,225.00
10/01/12	10/04/12	26	\$7,671.25	\$9,025.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$150.00	P-6	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -		4			\$150.00		0.00			
N 2	KNXV	10/01/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$150.00	P-6	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M- - - - -		1			\$150.00		0.00			



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Print Date: 10/01/12

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Contract / Revision **312221** Flight Dates **09/25/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 10/01/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **925C01**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	8	\$150.00	P-6	0.00 NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					8	\$150.00		0.00		
N 4	KNXV	10/01/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					2	\$150.00		0.00		
N 5	KNXV	09/25/12	09/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	4	\$200.00	P-6	0.00 NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					4	\$200.00		0.00		
N 6	KNXV	10/01/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					1	\$200.00		0.00		
N 7	KNXV	09/25/12	09/28/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF - -	:30	4	\$75.00	P-6	0.00 NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					4	\$75.00		0.00		
N 8	KNXV	10/01/12	10/01/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					1	\$100.00		0.00		
N 9	KNXV	09/25/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$500.00	P-6	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					4	\$500.00		0.00		
N 10	KNXV	10/01/12	10/01/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	1	\$500.00	P-6	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					1	\$500.00		0.00		
N 11	KNXV	09/30/12	09/30/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	- - - - - S	:30	2	\$100.00	P-6	0.00 NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					2	\$100.00		0.00		
N 12	KNXV	09/30/12	09/30/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	- - - - - S	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					1	\$100.00		0.00		
N 13	KNXV	09/29/12	09/29/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	1	\$50.00	P-6	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$50.00		0.00		
N 14	KNXV	09/30/12	09/30/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	- - - - - S	:30	1	\$75.00	P-6	0.00 NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					1	\$75.00		0.00		
N 15	KNXV	09/30/12	09/30/12	Su 8-9am ABC This Week	CM	8-9am	- - - - - S	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **312221** Flight Dates **09/25/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 10/01/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **925C01**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	09/30/12	09/30/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
N 16	KNXV	09/26/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--WTF--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$550.00		0.00			
N 17	KNXV	10/01/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$550.00		0.00			
N 18	KNXV	09/25/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$500.00		0.00			
N 19	KNXV	10/01/12	10/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$325.00	P-6	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$325.00		0.00			
N 20	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$250.00		0.00			
N 21	KNXV	09/29/12	09/29/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
N 22	KNXV	10/02/12	10/04/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-TWT---	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					3	\$150.00		0.00			
N 23	KNXV	10/02/12	10/04/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWT---	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					5	\$250.00		0.00			
N 24	KNXV	10/02/12	10/04/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-TWT---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					2	\$450.00		0.00			
N 25	KNXV	10/02/12	10/04/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-TWT---	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					3	\$550.00		0.00			
N 26	KNXV	10/02/12	10/04/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TWT---	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					1	\$550.00		0.00			
N 27	KNXV	10/02/12	10/04/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	-TWT---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **312221** Flight Dates **09/25/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 10/01/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **925C01**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N27	KNXV	10/02/12	10/04/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103- TWT- - -		:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWT- - -	1				\$200.00		0.00					
N28	KNXV	10/02/12	10/04/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWT- - -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWT- - -	2				\$900.00		0.00					
N29	KNXV	10/02/12	10/04/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	- TWT- - -	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- TWT- - -	1				\$100.00		0.00					
*Tax 1 Note: Tax 0.5%.														Totals	66	\$20,250.00

*Tax 1 Note: Tax 0.5%.